

### IN THE CLAIMS

No claims are amended herein. For the Examiner's convenience, all pending claims are reproduced below.

1           1 to 11. (Canceled)

1           12. (Original) A computer-implemented method for capturing and present-  
2 ing node sequence data, comprising:

3               receiving input designating a target path comprising a sequence of  
4               nodes, the target path further comprising at least one wild card;  
5               retrieving, from a stored log, a plurality of records comprising node  
6               sequence data;  
7               filtering the retrieved records to identify records corresponding to  
8               node sequences that match the target path; and  
9               outputting a report based on the identified records.

1           13. (Original) The method of claim 12, wherein the node sequence data com-  
2 prises website visitation path data, and wherein each node corresponds to at least  
3 one web page.

1           14. (Original) The method of claim 13, further comprising, prior to retrieving  
2 the plurality of records:  
3               monitoring web page visits; and  
4               storing, in the log, records representing the monitored web page visits.

1           15. (Original) The method of claim 12, wherein the target path comprises a  
2 node corresponding to an entry point.

1           16. (Original) The method of claim 12, wherein the target path comprises a  
2 node corresponding to an exit point.

1           17. (Original) The method of claim 12, wherein outputting the report com-  
2 prises outputting a report indicating relative frequencies of occurrence of node se-  
3 quences.

1           18. (Original) The method of claim 12, wherein outputting the report com-  
2 prises outputting a report indicating relative frequencies of occurrence of node se-  
3 quences that match the target path.

1           19. (Original) The method of claim 12, wherein outputting the report com-  
2 prises outputting a graph including lines depicting node sequences, wherein a vis-  
3 ual characteristic of the lines indicates relative frequency of occurrence of node se-  
4 quences.

1           20. (Original) The method of claim 19, wherein the visual characteristic is  
2 thickness.

1           21. (Original) The method of claim 19, wherein the visual characteristic is  
2 color.

1           22 to 32. (Canceled)

1           33. (Original) A system for capturing and presenting node sequence data,  
2 comprising:  
3           a log, for storing a plurality of records comprising node sequence data;  
4           an input device, for receiving input designating a target path compris-  
5           ing a sequence of nodes, the target path further comprising at  
6           least one wild card;  
7           a path analysis module, coupled to the log and to the input device, for  
8           retrieving records and for filtering the retrieved records to iden-  
9           tify records corresponding to node sequences that match the  
10          target path; and  
11          an output device, coupled to the path analysis module, for outputting  
12          a report based on the identified records.

1           34. (Original) The system of claim 33, wherein the node sequence data com-  
2 prises website visitation path data, and wherein each node corresponds to at least  
3 one web page.

1           35. (Original) The system of claim 34, further comprising:  
2           a tracking server, coupled to the log, for monitoring web page visits  
3           and for transmitting a signal to the log to store records repre-  
4           senting the monitored web page visits.

1           36. (Original) The system of claim 33, wherein the target path comprises a  
2 node corresponding to an entry point.

1           37. (Original) The system of claim 33, wherein the target path comprises a  
2 node corresponding to an exit point.

1           38. (Original) The system of claim 33, wherein the output device outputs a  
2 report indicating relative frequencies of occurrence of node sequences.

1           39. (Original) The system of claim 33, wherein the output device outputs a  
2 report indicating relative frequencies of occurrence of node sequences that match the  
3 target path.

1           40. (Original) The system of claim 33, wherein the report comprises a graph  
2 including lines depicting node sequences, wherein a visual characteristic of the lines  
3 indicates relative frequency of occurrence of node sequences.

1           41. (Original) The system of claim 40, wherein the visual characteristic is  
2 thickness.

1           42. (Original) The system of claim 40, wherein the visual characteristic is  
2 color.

1           43 to 53. (Canceled)

1           54. (Original) A computer program product for capturing and presenting  
2 node sequence data, comprising:

3                   a computer-readable medium; and

4                   computer program code, encoded on the medium, for:

5 receiving input designating a target path comprising a sequence of  
6 nodes, the target path further comprising at least one wild  
7 card;  
8 retrieving, from a stored log, a plurality of records comprising node  
9 sequence data;  
10 filtering the retrieved records to identify records corresponding to  
11 node sequences that match the target path; and  
12 outputting a report based on the identified records.

1 55. (Original) The computer program product of claim 54, wherein the node  
2 sequence data comprises website visitation path data, and wherein each node corre-  
3 sponds to at least one web page.

1 56. (Original) The computer program product of claim 55, further compris-  
2 ing computer program code, encoded on the medium, for, prior to retrieving the  
3 plurality of records:  
4 monitoring web page visits; and  
5 storing, in the log, records representing the monitored web page visits.

1 57. (Original) The computer program product of claim 54, wherein the target  
2 path comprises a node corresponding to an entry point.

1 58. (Original) The computer program product of claim 54, wherein the target  
2 path comprises a node corresponding to an exit point.

1           59. (Original) The computer program product of claim 54, wherein the com-  
2     puter program code for outputting the report comprises computer program code for  
3     outputting a report indicating relative frequencies of occurrence of node sequences.

1           60. (Original) The computer program product of claim 54, wherein the com-  
2     puter program code for outputting the report comprises computer program code for  
3     outputting a report indicating relative frequencies of occurrence of node sequences  
4     that match the target path.

1           61. (Original) The computer program product of claim 54, wherein the com-  
2     puter program code for outputting the report comprises computer program code for  
3     outputting a graph including lines depicting node sequences, wherein a visual char-  
4     acteristic of the lines indicates relative frequency of occurrence of node sequences.

1           62. (Original) The computer program product of claim 61, wherein the visual  
2     characteristic is thickness.

1           63. (Original) The computer program product of claim 61, wherein the visual  
2     characteristic is color.